

Introduction

Twitter has some incredible features and it's great for dropping a quick message in 140 characters, but there doesn't seem to be that urgency to be active and interactive with an online community like how users on Facebook are. While there are a number of reasons for this disconnect between people and Twitter, it remains one of the most visited websites. So why wouldn't you want to be involved with all the activity on Twitter? Maybe it's just not for you

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1. Not Active Enough

On the other side of being too-active on Twitter, you might not be active enough. If you pay attention to the best Tweeters, they have a rhythm. They're dedicated to the game and are on the site every day. If you Tweet occasionally – maybe because you don't have the time – it's easy for people to forget all about you. And, wasn't that the point of joining a social media site? To make your presence known? If you can't play the Twitter game, find a social media site that better fits your needs..

2. Obsessive

Twitter is extremely time-consuming. But, there's a difference between being active and being obsessive. If you are responding to every retweet, Tweeting your entire life at 140 taps a time or reading all the Tweets from the people you follow, you aren't living much of a life, are you? Instead of directing your time and energy elsewhere, like having a working website, you're entangled in the depths of the Twittersphere.

3. Sending Out Heated Tweets

Have you noticed during within the last year a lot of celebrities have shut down their Twitter accounts? Celebs like Alec Baldwin have sent out some pretty heated Tweets that have caused backlash. But, you don't have to be famous to start a "Twitterstorm." You could drunkenly Tweet something offensive or berate fans of your least favorite sports team. Regardless of whatever ignites the debate, Twitter can be a hotbed for heated conversations. If you happen to be someone without a filter, likes to cause trouble, or has a short fuse, Twitter can be bad news for you. For example, remember that girl who freaked out at a Florida Dunkin Donuts because she didn't get a receipt? She's pretty much been banned from Twitter, thanks to the deserving backlash she received.

4. Not Reaching Enough People

5. Isn't Helping Business If Strictly Local

Unless you have a business that is reaching consumers nationally, even internationally, there might not be a need for a Twitter account. Local businesses, like restaurants, bakeries, plumbers, etc. may not have a use for Twitter, since the platform is better suited to reach people all over the world. Instead, your focus should be on a site that can help your local business expand, such as Facebook. While having a Twitter account can be beneficial for your online reputation, it's not the most ideal social media site for a local business since you may not be reaching your target audience..

6. You Have Twitter Account, But No Website

If you're spending a lot of time building your brand on social media, including sending out numerous Tweets a day, but you don't have a functional website, then something's wrong. What's the purpose of building your brand on a platform like Twitter if you're not directing visitors to the main reason why you have a Twitter account? Your website should be up and running before making your presence known on Twitter.

7. You're Just a 'Twitter Sitter'

If the only reason that you have a Twitter account is to sell something, people will get tired of your gimmicks. No one likes hearing a sales pitch on Twitter when there's so much going on with Lady Gaga. If you're not willing to show followers the person who's behind the business, they won't be able to connect with you and will lose interest in what you're tweeting.

8. You Signed Up To Follow a Temporary Situation

Maybe you wanted to follow President Obama during the 2012 Presidential Campaign or see what an athlete was Tweeting prior to the Super Bowl, World Series, or Olympics. Then, this particular event was over. Do you still care about what members of the Boston Red Sox have to Tweet during the off-season? Probably not. If that's the case, you joined Twitter to follow a temporary situation and have subsequently lost interest because that event is over.

9. Direct Messages Only If Following Each Other

Some conversations should be private and not posted for the world to see. Or, sometimes you just need to converse with someone directly. Unless people are following each other, that can't happen on Twitter. Because tweets are going by so quickly, it's very difficult to have a one-on-one conversation with someone else. This lack of direct messaging makes Twitter a little less appealing for people who prefer that personal contact.

10. You're Still Confused

Despite Twitter claiming that it has 232 million “active” users, meaning people who access the service at least once a month, polls have revealed that about “36 percent of 1,067 people who have joined Twitter say they do not use it, and 7 percent say they have shut their account.” Also, according to a 2009 Nielsen Co. report, only one in three have remained active on Twitter after joining. While a lot of people have signed up, it’s not as active as sites like Facebook. Which means, you’re not reaching as many people as you think..

Twitter can be very confusing, especially if you’re new to social media. If you joined Twitter and still haven’t figured out what ‘RT’ means and how to handle hashtags after months or years, it’s probably best to move on and devote your time to a social media outlet that you actually understand.



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cheatography.com/deleted-2754/

Published 5th May, 2016.
Last updated 12th May, 2016.
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